

Tata Global Beverages’ mineral water brand Himalayan enters US market

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Himalayan, Tata Global Beverages’ (TGB) premium natural mineral water brand, will now enter the American market in a phased manner, through an agreement signed by its subsidiary with Talking Rain Beverage Company, the maker of Sparkling Ice flavored sparkling waters, to distribute and market the brand. This makes Himalayan, which is backed by the trust and credibility of the Tata brand, one of the first premium Indian fast-moving consumer goods (FMCG) brands to target the broader American audience. This agreement will give Himalayan the benefit of Talking Rain’s extensive go to market and execution capabilities in the United States, which synergise well with TGB’s product expertise and marketing capability. The premium end of the water market in the country is growing rapidly, and Himalayan is well positioned to leverage the growth in this segment.



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Ajoy Misra, managing director and chief executive officer, TGB, said, “We’re happy to be partnering with Talking Rain Beverage Company for the phased launch of Himalayan in the American market.”

“The strength of their distribution network and category expertise will help the brand make a strong foray into the American market,” he added.

Himalayan is currently available in India and Singapore. The brand recently launched a Sparkling variant in select markets in India, and is piloting its flavoured water, Orchard Pure, in Delhi and the National Capital Region (NCR).